GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1196
ANSWERED ON:02.03.2006
PUBLICITY TO GOVERNMENT POLICIES AND SCHEMES
Mandal Shri Sanat Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is providing enough publicity to various Government Departments' Schemes/ Policies particularly in the rural areas;

(b) if so, the details thereof; and

(c) if no, the steps taken in this regard ?

Answer

THE MINISTER OF INFORMATON AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) Yes, Sir.

(b) Prasar Bharati and all the media units of this Ministry have been engaged in disseminating information regarding the policies and programmes of the Government among the public.

Prasar Bharati has given special thrust to disseminating information regarding all the Government programmes, including Employment Opportunities, Agriculture Growth, Education, Health, Women and Children, Panchayati Raj Senior Citizen programmes, Consumer Protection, Youth Programmes, Drug Abuse, Noise Pollution, awareness programmes on HIV/AIDS, Environment protection programmes, New Education Policy, Legal Aid and Legal literacy etc.

Press Information Bureau (PIB) has launched several public information campaigns for various departments for the advantage of common man. Social welfare

schemes for rural areas like Bharat Nirman (Rural Housing Yojana (IAY) Rural Drinking Water Supply, Rural Road Connectivity (Pradhan Mantri Gram Sadak Yojana), National Rural Employment Guarantee Act (NREGA), National Rural Health Mission (NRHM) and Jawaharlal Nehru National Urban Renewal Mission (JNNURM).

Directorate of Field Publicity (DFP) utilizes interpersonal communication to take Government policies to the masses. The department has carried out publicity on issues like national Integration, communal harmony, health and family welfare, social justice and empowerment, human rights and child right and rural development.

Song & Drama Division has specific mandate of development communication mainly in rural areas. The Division utilizes a wide range of folk & traditional forms for publicity of National Integration, Health & Family Welfare, Consumer Awareness, Rural Development, Common Minimum Programmes, Employment assurance scheme and similar other developmental schemes announced from time to time. The Division also utilizes Sound and Light spectacles with modern techniques and hundred of artistes for presenting Programmes on broad national themes.

Films Division has produced and released films on themes like Rural Employment Schemes for rural educated unemployed youth, provision of drinking water, national integration, films on health and family welfare, Panchayati raj, education for all, agricultural policies etc, and films related to national integration and nation building.

DAVP as the nodal advertising agency of the Government of India has the mandate to undertake publicity of the policies/ programmes of the Government, ministries/ Departments including Central Public Sector Undertaking/ autonomous Bodies under them. DAVP brings out printed publicity material like posters, brochures, booklets, leaflets advertisements in Newspapers, hoarding, banners, and exhibitions for the client Ministries and Departments on all India basis including rural areas.

Publication Division through its journal Yojana and Kurukshetra have been highlighting issues relating to agriculture and rural development, employment guarantee etc, Employment News weekly in English, Hindi, and Urdu also carries articles on Gram Swarojgar Yojana, Rural employment guarantee schemes etc.

(c) Does not arise.